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American Lung
Association

California Heritage
YouthBuild Academy

Pathways to Hope

Mercy Medical Center
Redding

Planned Parenthood
Shasta-Diablo

Partnership Healthplan
of California

Second Wind
Smoking Cessation

Shasta Community
College

Shasta Community
Health Center

Shasta County
Chemical People, Inc

Shasta County
Office of Education

Shasta County
Public Health

Youth Options Shasta

And Community
Members

Press Release

Celebrate the Great American Smokeout with the Shasta County Tobacco Education Coalition

Redding, CA, November 12, 2021 – The Shasta County Tobacco Education Coalition invites the community to the upcoming Great American Smokeout. Two events will be held this year on Thursday, November 18, that offer free resources and support to start on the path toward a smoke-free future. One event will be held from 11 a.m. - 5 p.m. in the parking lot of the Redding Target, 1280 Dana Drive. Shasta College will also be hosting an event for Shasta College students from 11 a.m. - 2 p.m. in the North Parking Lot of the Main Campus at 11555 Old Oregon Trail.

The Great American Smokeout is a national event held on the third Thursday in November. It is designed to help the more than 32 million Americans who smoke cigarettes quit. Smoking remains the single largest preventable cause of death and illness in the world. About 480,000 lives are lost to smoking annually and 16 million people live with smoking-related illness.¹ According to the most recent California Health Interview Survey, about 3 out of 4 smokers have considered quitting in the past 6 months, but only 1 in 4 received information on smoking cessation by a healthcare professional or other source. Events such as the Great American Smokeout fill this gap and provide needed resources.

Tobacco cessation information will be offered at the Great American Smokeout for those ready to start living smoke-free. Free “Quit Kits” that include information and helpful cessation items will also be distributed. Listen in to Wild 99.3FM KWLC radio to hear former smokers share stories from their quit journeys throughout the day.

The Shasta County Tobacco Education Program offers the following tips for those considering quitting tobacco:

- Pick the date and mark it on your calendar.
- Tell friends and family that you have set a date to quit.
- Get rid of all the cigarettes and ashtrays in your home, car, and work.

Our mission is to promote a healthy community and work to protect our residents from the harmful health and economic effects of tobacco and secondhand smoke. Meetings are held the third Wednesday of every month from 11:30 a.m. - 1 p.m. at Round Table Pizza- Mt. Shasta Mall.

- Decide on a plan. Will you use nicotine replacement therapy or other medicines? Will you attend cessation classes? If so, sign up now.
- Practice saying, “No, thank you. I am trying to quit.”
- Set up a support system. Consider a group class, a friend, or family member who has successfully quit to help you.
- Ask family and friends who still smoke not to smoke around you and not to leave cigarettes out where you can see them.
- If you are taking prescription medications, first discuss your plans to quit with your doctor or health care provider.

For more information about the Great American Smokeout or tobacco cessation, contact Jennifer Coulter, the Shasta County Tobacco Education Coalition Chair, at (530) 244-7194 or tobaccofreeshasta.org. Kick It California (www.kickitca.org) also offers free call and text support from Quit Coaches in multiple languages.

1 <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>



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